Representing the sector: an advocacy workshop

Friday, 11th of November 2022 from 11:00 to 11:45 - Online
->with members of the Artemis Task Force on Advocacy and input by **Alessandra Callegari** (AEC Office) **Gabriele Rosana** (Culture Action Europe) and **Katharina Weinert** (European Music Council)
->Chaired by **Stefan Gies** (AEC Chief Executive)

This parallel session gives an insight into the advocacy work of cultural associations at the European level and provides information about AEC members' needs and concerns related to advocacy. In a second part, strategies and measures will be developed together with the participants for the targeted application and implementation of concrete advocacy actions.

Advocacy as a topic plays a key role both within the current AEC Strategic Plan and the new Creative Europe Project Artemis. One of the goals of the Artemis project is to empower AEC members to represent their interests and to advocate for the promotion of the cultural and creative sector. Over the years, AEC and its partner organisations have gathered substantial and comprehensive experience on the subject. In addition, a questionnaire has been launched only recently to learn more about what AEC members consider to be the most urgent needs and / or priorities to be addressed and what they consider to be the most suited and relevant methods to be used in order to bring forward advocacy.

In a next phase of the project, all this knowledge and insights gained so far will be analysed and bundled in order to point out ways towards a long-term and sustainable AEC Advocacy Strategy. The Advocacy Workshop 2022 is at the beginning of this new phase and will among others deal with questions such as: What does advocacy actually mean? How may one structure and operate advocacy in a systematic and efficient way? Who are the target groups of advocacy activities? How can we translate the objectives of an ambitious advocacy strategy into hands-on practical measures?